We claim:

1   1. A method for presenting ads with user selected media files, said method comprising:

2   receiving at least one ad file;

3   receiving input indicative of a user's selection of at least one media file;

4   receiving a copy of said media file; and

5   presenting said media file content and said ad file content to said user.

1   2. A method according to Claim 1, further comprising:

2   receiving another ad file; and

3   re-presenting said media file content to said user with said another ad file content.

1   3. A method according to Claim 1, wherein:

2   said step of receiving at least one ad file includes receiving a plurality of ad files; and

3   said step of presenting said ad to said user includes selecting said ad file from said

4   plurality of ad files.

1   4. A method according to Claim 3, wherein said ad file is selected based at least in part

2 on said media file content.

1   5. A method according to Claim 3, further comprising:

2   receiving demographic information from said user; and

3   wherein said ad file is selected at least in part based on said user demographic

4   information.

1   6. A method according to Claim 3, wherein said ad file is selected based at least in part

2 on a marketing preference.

1   7. A method according to Claim 3, wherein said ad file is selected based at least in part

2 on a geographic location.

1   8. A method according to Claim 3, wherein said ad file is selected based at least in part

2   on a time of day.

1   9. A method according to Claim 3, wherein said ad file is selected based at least in part

2   on a position of presentation of ad file content with respect to said media file content.

1   10. A method according to Claim 3, wherein said ad file is selected based at least in part

2   on a position of presentation of said ad file content with respect to other ad file content.

1   11. A method according to Claim 3, wherein said ad file is selected based at least in part

2   on a number of said media files to be presented.

1   12. A method according to Claim 3, wherein said ad file is selected based at least in part

2   on other ad files being presented with said media file content.

1   13. A method according to Claim 3, wherein said ad file is selected based at least in part

2   on a format of said media file content.

1   14. A method according to Claim 1, wherein said step of presenting said ad file content

2   to said user includes ensuring that said ad file content is presented in its entirety.

1   15. A method according to Claim 14, wherein ensuring that said ad file content is

2   presented in its entirety includes disabling media player playback controls.

1   16. A method according to Claim 14, wherein ensuring that said ad file content is

2   presented in its entirety includes maintaining a volume setting above a predetermined threshold

3   level.

1   17. A method according to Claim 1, further comprising making a record of ad files that

2   have been presented to said user.

1   18. A method according to Claim 17, further comprising transmitting said ad file
2 presentation records to a provider of said ad files.

1   19. A method according to Claim 17, further comprising selecting subsequent ad files
2 based at least in part on said ad file presentation records.

1   20. A method according to Claim 1, wherein:
2   said step of receiving at least one ad file includes receiving a plurality of ad files;
3   said step of receiving input indicative of a user's selection of at least one media file
4   includes receiving a list of media files; and
5   said step of receiving a copy of said media file includes receiving a copy of each
6   media file in said list of media files.

1   21. A method according to Claim 20, wherein said step of presenting said media file
2 content with said ad file content includes:
3   arranging said ad files into ad blocks;
4   presenting the content of said media files included in said list; and
5   interrupting the presentation of said media file content with the presentation of the
6   content of said ad blocks at predetermined points.

1   22. A method according to Claim 21, further comprising:
2   altering the order of presentation of the content of said media files responsive to input
3   from said user; and
4   altering said predetermined points for presenting said ad block content based on the
5   altered order of presentation of the content of said media files.

1   23. A method according to Claim 21, further comprising:
2   receiving input indicative of said user's desire to re-present the media files included
3   in said list;
4   generating new ad blocks; and
5   presenting said media file content with the content of said new ad blocks.

1   24. A method according to Claim 21, further comprising:

2   altering the order of presentation of the content of said media files responsive to input

3   from said user; and

4   altering said ad block content based on the altered order of presentation of the content

5   of said media files.

1   25. A method according to Claim 1, wherein said step of presenting said media file

2 content and said ad file content includes:

3   associating an ad requirement with said media file; and

4   presenting sufficient ad file content to satisfy said ad requirement.

1   26. A method according to Claim 25, wherein said ad requirement depends at least in

2 part on the length of said associated media file content.

1   27. A method according to Claim 25, wherein said ad requirement is predetermined for

2 said associated media file.

1   28. A method according to Claim 25, wherein a value indicative of said ad requirement

2 is included in said associated media file.

1   29. A method according to Claim 25, wherein an ad requirement associated with a

2 particular media file is set to indicate that no ad content is required after said particular media

3 file content has been presented with ad file content a predetermined number of times.

1   30. A method according to Claim 25, wherein said ad requirement depends at least in

2 part on a service level associated with said user.

1   31. A method according to Claim 1, wherein:

2   said media file content is presented in a first format; and

3   said ad file content is presented in a second format different from said first format.

1   32. A method according to Claim 31, wherein:
2   said first format is print; and
3   said second format is audio.

1   33. A method according to Claim 32, wherein presenting said media file content and said
2   ad file content includes presenting subsequent pages of said media file content, responsive to
3   user input, while said ad file content is being presented.

1   34. A method according to Claim 1, wherein said media file content and said ad file
2   content are both presented in the same format.

1   35. A method according to Claim 34, wherein said media file content and said ad file
2   content are both presented in audio format.

1   36. A method according to Claim 34, wherein said media file content and said ad file
2   content are both presented in video format.

1   37. A method according to Claim 34, wherein said media file content and said ad file
2   content are both presented in print format.

1   38. A method according to Claim 1, wherein said media file comprises a real time
2   broadcast.

1   39. A method according to Claim 1, wherein said ad file includes user interactive
2   content.

1   40. A method according to Claim 1, further comprising:
2   receiving a media file from said user;
3   associating an ad requirement with said media file; and
4   providing said media file to another user;
5   whereby the content of said media file can be presented to said other user with ad file
6   content.

1   41. A method according to Claim 1, wherein said media file is received from the
2   provider of said ad file.

1   42. A method according to Claim 1, wherein at least a portion of said media file is
2   received via a peer-to-peer transfer.

1   43. A method according to Claim 42, further comprising providing feedback to said user
2   to create the impression that said media file is being received from the provider of said ad file.

1   44. A method according to Claim 1, further comprising receiving updated ad files for use
2   with subsequent presentation of media files.

1   45. A method according to Claim 1, further comprising receiving media file identifiers
2   associated with media files that should no longer be presented.

1   46. A method according to Claim 1, further comprising receiving media file identifiers
2   associated with media files that are not be transferred.

1   47. A method according to Claim 1, further comprising receiving media file identifiers
2   associated with media files that are to be removed from said user's system.

1   48. A method according to Claim 1, further comprising receiving a new media file
2   identifier associated with a new media file that should be substituted for an existing media file.

1   49. A method according to Claim 1, further comprising associating an identifier with

2   each media file, said identifier being uniquely indicative of a work of authorship contained in

3   said media file.

1   50. A method according to Claim 1, wherein said step of receiving a copy of said media

2   file includes receiving a copy of said media file in an encrypted format.

1   51. A method according to Claim 50, wherein said step of presenting said media file

2   content to said user includes:

3   decrypting said media file; and

4   providing said decrypted media file to a media player.

1   52. A method according to Claim 51, further comprising restricting access to said

2   decrypted media file.

1   53. A method according to Claim 50, wherein said step of receiving said ad file includes

2   receiving a copy of said ad file in an encrypted format.

1   54. A method according to Claim 1, wherein:

2   said step of receiving said at least one ad file includes receiving a plurality of ad files;

3   and

4   said step of presenting said media file content and said ad file content includes

5   dividing said media file into a plurality of segments, and presenting ad file content

6   between said segments.

1 55. A method according to Claim 1, further comprising presenting a graphical user

2 interface representing a media player to said user, said interface including:

3   a first tab indicative of a first media type; and

4   a second tab indicative of a second media type; and whereby

5   user selection of said first tab results in the presentation of an active window for the

6   presentation of a media file of said first type, while a media file of said second

7   type is presented in background.

1 56. A method according to Claim 55, wherein:

2   said first media type is print; and

3   said second media type is audio.

1 57. A method according to Claim 55, wherein said first media type and said second

2 media typre are the same media type.

1 58. A method according to Claim 1, further comprising making a record of media files

2 that have been presented to said user.

1 59. A method according to Claim 58, further comprising transmitting said media file

2 presentation records to a provider of said ad files.

1 60. A method according to Claim 58, further comprising selecting subsequent ad files

2 based at least in part on said media file presentation records.

1 61. A method according to Claim 1, further comprising:

2   requiring that said ad file content be presented in order to present said media file

3   content; and

4   relaxing the requirement for presenting said ad file for the remainder of a single

5   media presentation session after said ad file has been presented.

1   62. An electronically-readable medium having code embodied therein for causing an
2 electronic device to perform the steps of Claim 1.

1   63. An electronically-readable medium having code embodied therein for causing an
2 electronic device to perform the steps of Claim 2.

1   64. An electronically-readable medium having code embodied therein for causing an
2 electronic device to perform the steps of Claim 3.

1   65. An electronically-readable medium having code embodied therein for causing an
2 electronic device to perform the steps of Claim 4.

1   66. An electronically-readable medium having code embodied therein for causing an
2 electronic device to perform the steps of Claim 5.

1   67. An electronically-readable medium having code embodied therein for causing an
2 electronic device to perform the steps of Claim 14.

1   68. An electronically-readable medium having code embodied therein for causing an
2 electronic device to perform the steps of Claim 15.

1   69. An electronically-readable medium having code embodied therein for causing an
2 electronic device to perform the steps of Claim 16.

1   70. An electronically-readable medium having code embodied therein for causing an
2 electronic device to perform the steps of Claim 17.

1   71. An electronically-readable medium having code embodied therein for causing an
2 electronic device to perform the steps of Claim 21.

1   72. An electronically-readable medium having code embodied therein for causing an

2   electronic device to perform the steps of Claim 22.

1   73. An electronically-readable medium having code embodied therein for causing an

2   electronic device to perform the steps of Claim 23.

1   74. An electronically-readable medium having code embodied therein for causing an

2   electronic device to perform the steps of Claim 25.

1   75. An electronically-readable medium having code embodied therein for causing an

2   electronic device to perform the steps of Claim 31.

1   76. An electronically-readable medium having code embodied therein for causing an

2   electronic device to perform the steps of Claim 34.

1   77. An electronically-readable medium having code embodied therein for causing an

2   electronic device to perform the steps of Claim 38.

1   78. An electronically-readable medium having code embodied therein for causing an

2   electronic device to perform the steps of Claim 50.

1   79. An electronically-readable medium having code embodied therein for causing an

2   electronic device to perform the steps of Claim 54.

1   80. An electronically-readable medium having code embodied therein for causing an

2   electronic device to perform the steps of Claim 55.

1   81. A system for presenting ads with user selected media files, said system comprising:
2   a user interface operative to receive input indicative of a user's selection of media
3   files to be presented;
4   an ad manager operative to receive ad files from an ad file source;
5   an interspacer operative to provide control signals indicative of a presentation
6   sequence for said ad files and said media files; and
7   a media player responsive to said control signals and operative to present the content
8   of said media files and the content of said ad files to said user.

1   82. A system according to Claim 81, further comprising an ad rotator operative to
2   replace said ad files with new ad files after said ad files have been presented.

1   83. A system according to Claim 81, wherein said ad manager is operative to select ad
2   files for presentation from a database of ad files.

1   84. A system according to Claim 83, wherein said ad manager is operative to select said
2   ad files based on said content of said selected media files.

1   85. A system according to Claim 83, wherein said ad manager is operative to select said
2   ad files based on user provided demographic information.

1   86. A system according to Claim 81, wherein said interspacer is operative to ensure that
2   said ad files are presented in their entirety.

1   87. A system according to Claim 86, wherein said interspacer is operative to provide
2   control signals to disable playback controls of said media player during the presentation of said
3   ad file content.

1   88. A system according to Claim 86, wherein said interspacer is operative to provide
2   control signals to set a minimum volume level of said media player during the presentation of
3   said ad file content.

1   89. A system according to Claim 81, wherein said intersplicer is further operative to

2 make records of ad files that have been presented to said user.

1   90. A system according to Claim 81, wherein said intersplicer is further operative to

2 make records of media files that have been presented to said user.

1   91. A system according to Claim 81, wherein:

2   said input indicative of a user's selection of media files to be presented comprises a

3   list of media files;

4   said ad manager is operative to arrange said ad files into ad blocks; and

5   said media player responsive to control signals from said intersplicer is operative to

6   present the content of said media files included in said list, and to interrupt the

7   presentation of said media file content with the presentation of the content of said

8   ad blocks at predetermined points.

1   92. A system according to Claim 91, wherein:

2   said media player responsive to input from said user is operative to alter the order of

3   presentation of said media file content; and

4   said intersplicer responsive to the altered order of presentation of said media file

5   content alters said predetermined points for presenting said ad block content.

1   93. A system according to Claim 91, wherein said ad manager is operative to provide

2 new ad blocks for presentation with repeat presentation of said list of media files.

1   94. A system according to Claim 91, wherein:

2   said media player responsive to input from said user is operative to alter the order of

3   presentation of said media file content; and

4   said ad manager responsive to the altered order of presentation of said media file

5   content alters the content of said ad blocks.

1   95. A system according to Claim 81, wherein said ad manager is further operative to
2   associate an ad requirement value with each media file.

1   96. A system according to Claim 81, wherein said media player responsive to control
2   signals from said intersplicer is operative to present said ad files in a first format and said media
3   files in a second format different from said first format.

1   97. A system according to Claim 81, wherein said media player responsive to control
2   signals from said intersplicer is operative to present said ad files and said media files in the same
3   format.

1   98. A system according to Claim 81, wherein said media files comprise a real time
2   broadcast.

1   99. A system according to Claim 81, wherein:
2   at least one of said media files is divided into a plurality of segments; and
3   said media player is operative to present said ad files between said segments of said
4   media file.

1   100. A system according to Claim 81, wherein said user interface is further operative to
2   present a graphical user interface representing said media player to said user, said graphical user
3   interface including:
4   a representation of a first tab indicative of a first media type; and
5   a representation of a second tab indicative of a second media type; and whereby
6   user selection of said first tab causes said media player to present a media file of said
7   first type in an active display window, and to present a media file of said second
8   type in background.

1   101. A system according to Claim 81, further comprising a media file decryptor
2   operative to receive and decrypt said user selected media files.

1 102. A system for presenting ads with user selected media files, said system comprising:
2 a user interface operative to receive input indicative of a user's selection of media
3   files to be presented;
4 means for presenting the content of said media files to said user with commercial
5   advertisements embedded therein.

1 103. A system according to Claim 102, further comprising means for preventing the
2 presentation of the content of said media files to said user without said commercial
3 advertisements.

1 104. A method of doing business, said method comprising:
2 providing media files containing copyrighted works;
3 providing ad files;
4 providing a media player operative to combine and present the content of said media
5   files with the content of said ad files; and
6 providing a free license to consumers to present said media files and said ad files with
7   said media player.

1 105. A method according to Claim 104, further comprising authorizing said consumers
2 to reproduce and transfer said media files free of charge.

1 106. A method according to Claim 104, further comprising:
2 monitoring the presentation of said ad files to said consumers; and
3 conferring a benefit on particular ones of said consumers based at least in part on the
4   presentation of said ad files to said particular consumers.

1 107. An electronically-readable medium having stored thereon a data structure
2 comprising:
3 a first field containing data identifying a media file; and
4 a second field containing data indicative of an ad requirement associated with said
5   media file.

1   108. An electronically-readable medium according to Claim 107, wherein said data

2   structure further comprises a third field containing data representing an ad file to be displayed

3   with said media file.